

GIVING TUESDAY CHECKLIST

for non-profits

Updated Website

Give your website a once-over to make sure everything is up to date and looking good.

Donation page is easy to use

Your donation page should be user-friendly and easy to understand.

Website optimized for mobile viewing

Make sure your site is ready for donors viewing it on mobile devices. To optimize for mobile, audit your website, evaluate its content and then add responsive design where needed.

Scheduled Social Posts about your fundraiser

Be sure to schedule posts on your social channels that tell your audience what you're doing for the campaign and how they can make it a success.

Images Chosen

Your donation page should be user-friendly and easy to understand.

Goals have been set

Determine how much money you want to raise and craft your strategy around that goal.

